

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting  
April 18, 2014  
4:00 – 6:00 p.m.  
AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA 90028

**MINUTES**

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Fabio Conti, Vice President, Fabiolus Cucina  
Brian Folb, Paramount Contractors  
James Haydu, ex-officio member  
Chase Gordon, Avison Young  
Melissa Logan, Amoeba Music  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Keith Ragadio, Robertson Properties Group  
Katie Seymour, Sunset & Vine  
Arthur Stroyman, Kilroy Realty Corporation

**Absent**

Charles Eberly, The Eberly Company  
Duke Gallagher, Treasurer, The Production Group  
Kitty Gordillo, Hollywood Wilshire YMCA  
Elva Hernandez, Hudson Pacific Properties  
Fred Rosenthal, Ametron

**Consultants**

Sarah Besley, Executive Director  
Ginnie Gallo, Hollywood Property Owners Alliance  
Joseph Mariani, Jr., Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Nick Boles, Coro Southern California  
Irene Irani, candidate for CD-4

**I. Call to Order**

Carol Massie, President, called the meeting to order at 4:07 P.M.

## **II. Public Comment & Introductions**

- A. Candidate for CD-4:** Sheila Irani, candidate for Council District 4, introduced herself to the Board and distributed her business cards.

## **III. Approval of Board Minutes**

- A. Monthly board Minutes:** The minutes from the March 10, 2014 Board meeting were distributed to the Board.

**It was moved by Brian Folb, seconded by Fabio Conti, and CARRIED to approve the minutes from the meeting on March 10, 2014. The minutes were unanimously approved.**

## **IV. Treasurer's Report**

- A. Monthly Report:** Sarah Besley presented the Treasurer's Report, consisting of a monthly balance sheet, projected cash flow statement and reconciliation report for the period ending March 31, 2014. Besley noted that \$135,746 in assessment income was deposited in March. Another \$74,308 is expected in April. According to the annual cash flow statement, \$89,684 will remain as cash on hand at the end of the year.
- B. Transfer of financial duties to Jose Gonzalez:** Duke Gallagher, Treasurer, will complete his duties April 30, 2014. Jose Gonzalez' duties will come into effect May 1, 2014. Paper checks with two (2) signatures will be customary practice until an online system with proper safeguards can be implemented. Besley, Gallagher, and Gonzalez met with a Wells Fargo representative to arrange online access to the four regularly used accounts.

**It was moved by Melissa Logan, seconded by Keith Ragadio, and CARRIED to approve the Treasurer's Report ending March 31, 2014. The Treasurer's Report was unanimously approved.**

- C. 2014/15 CPI Assessment Roll:** In accordance with the Management District Plan, the Board has the option of applying a CPI (Consumer Price Index) to next year's assessment roll at the May 13, 2014 meeting. Currently the CPI for all Urban Consumers for Los Angeles-Riverside-Orange counties from February 2013 to February 2014 is .5447%. Apart from any CPI increase, the BID can expect to receive about \$6,800 from the development of Emerson College. An increase may be needed as additional expenses are forecast. CHC has had two (2) raises since the formation of the BID. Additional expenses may include finding a location for the 15-18 street cleaning trucks now parked for free at Selma Elementary School and incorporating a CPI increase to the Clean Street contract next year. Besley will provide a history of revenue and contract expenses for the board to review in May.

## **V. COMMITTEE & PROGRAM REPORTS**

### **A. Streetscape & Planning Committee**

- 1. BID Services Agreement:** In March the Board authorized staff to negotiate a Services Agreement with Clean Street. This was based on the recommendation of

the Selection Committee who conducted a 5-month competitive bidding process. The proposed Services Agreement, distributed to the board, was reviewed by Attorney Jeff Briggs and reflects the contract amount of \$370,000 annually. This is the same amount as in 2013. One material change in the agreement is the use of the term “services” as opposed to “maintenance” to reduce ambiguity and not imply duty or control of the public realm.

**It was moved by Brian Folb, seconded by Fabio Conti, and CARRIED to approve the service agreement with Clean Street ending December 31, 2018, for the amount NTE \$370,000 annually, unless approved by the Board. The minutes were unanimously approved.**

2. **Hollywood Community Plan Update:** City Council approved actions to put into effect the 1988 Plan. The Planning Department is, at the same time, calculating the cost of amending the EIR
3. **Green Vine Project:** Besley reported that most of the 50 tree-wells have been cut and staff is waiting for the remainder of the trees to be planted. In the meantime, landscape services firm, LANDSCO, has started watering/maintaining the trees that have been planted.

#### **B. Security Committee**

1. **Alcohol Task Force:** Kerry Morrison reported that the CVS Pharmacy, Pla-Boy Liquor and 7/11 near Cahuenga and Yucca have stopped selling their cheapest liquor product for the month of April. This month’s experiment will help inform whether the number of alcohol-related arrests decrease. Morrison informed the Board that Hollywood has second highest number of arrests for public drunkenness in the city, only behind skid row.

#### **C. Marketing & Communications**

1. **Sunset & Dine:** Strecker reported that the committee toured three possible locations for the event – ArcLight Theater rooftop parking area, LA Film School rooftop parking area and the courtyard and parking lot of Taglyan. The intent is for the event to be held in September or October.
2. **“Only in Hollywood” website:** The PR firm Haines & Co. is working on the website which will launch in one to two months. The content will be presented in blog form with HPOA staff and consultants serving as contributors. The website will also include new web pages for both BIDs.
3. **Education trade media outreach:** Strecker reported that an educational trade publication featured a piece on Hollywood’s post-secondary school offerings following the outreach by Haines & Co. and the opening of Emerson College.

#### **D. Nominating Committee**

1. **Nominating Committee Appointment:** President Carol Massie appointed Kitty Gordillo to the Nominating Committee to replace Michael Smith, who resigned from the Board in January.

#### **VI. New Business**

- A. **Neighborhood Council Elections:** An April 4, 2014 letter from 312 Central Hollywood Neighborhood area stakeholders challenges the elections for Central Hollywood Neighborhood Council (CHNC). The letter requests that “a new election be scheduled” due to eight (8) noted challenges.

**It was moved by Fabio Conti, seconded by Michael Pogorzelski, and CARRIED to support the position articulated by neighborhood stakeholders (dated April 4, 2014) in support of a new election of the CHNC. The motion was unanimously approved.**

#### **VII. Staff Reports:**

- A. **Change Order to CHC/HPOA Service Agreement:** A redline copy of the agreement was included in the Board packet. Morrison and Besley reviewed the proposed changes due to rent and human resources. Per the board’s action in December, a 4.6% increase was added to the CHC/HPOA annual contract amounting to \$157,000 per annum. It was noted that the last increase was in 2010.

**It was moved by Fabio Conti, seconded by Chase Gordon, and CARRIED to approve the Change Order to the CHC/HPOA Service Agreement in the amount of \$157,000 per annum. CHC/HPOA Service Agreement change order unanimously approved.**

- B. **Update on AB2618:** Kerry Morrison reported that first hearing for the bill is scheduled for April 30, 2014. So far there is no opposition to this legislation that would clarify the definitions of a general and special benefits.
- C. **Construction Coordination Meeting:** Morrison convened a series of meetings with stakeholders along Sunset, Selma, Vine and Argyle to discuss construction impacts and mobility. Major concern is the proposed 24-month elimination of eastbound lanes on Selma between Vine and Argyle. There is also a lack of tour bus parking for the Palladium, which may be mitigated by designating El Centro as a “local access” street until Kilroy construction is complete. In addition, Metro is currently researching whether they can reroute buses to Gower instead of El Centro to accommodate this arrangement.
- D. **Chamber Retreat:** Fabio Conti, Brian Folb, and Joe Mariani recently attended the Chamber’s retreat in Palm Springs. A variety of topics were discussed, including tourism, economic development, mobility and parking.

#### **VII. ADJOURNMENT**

The meeting was adjourned at 5:28 p.m. The next meeting is scheduled for Tuesday, May 13, 2014.